

# CASSIE VALDEZ

Las Vegas, NV  
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## RELEVANT EXPERIENCE

### Treasure Island Hotel & Casino, Las Vegas, NV

June 2022 - Present

#### Digital Marketing Specialist

- Collaborating in a small team to oversee all marketing initiatives such as the creation of on-property signage, social media management, website management, media relations, email marketing, content creation and more for multiple departments, including F&B, HR, Sales, Weddings, etc.
- Auditing, monitoring and troubleshooting marquees, websites, in-room and mobile app for updates, errors, layout issues to ensure consistency in property branding
- Utilizing Adobe Dreamweaver and Campaigner to build and deploy a bi-monthly property-wide email blast that reaches 2+ million MyTI Radisson Rewards subscribers

### Rebel Media Group, Las Vegas, NV

June 2021 - May 2022

#### Digital Media Lead

- Lead a small team of social media marketers at UNLV's multimedia, managing the Movement Mortgage account, conducting team meetings, monthly client meetings and new member training
- Spearheaded organic social campaigns aimed at meeting monthly KPI's, building brand awareness and forming relevant local business connections

### ClinCapture, Las Vegas, NV

Nov. 2021 - Jan. 2022

#### Marketing Intern

- Supported the Director of Marketing in day-to-day B2B marketing activities and programs, such as blog and guide writing, LinkedIn management and email marketing
- Managed 2021 holiday marketing campaign via Hubspot, reaching 2000+ potential leads

### Scarlet & Gray Free Press, Las Vegas, NV

Jan. 2020 - Nov. 2021

#### Copy Chief

- Oversaw editing of all articles on a weekly basis for a university newspaper with a 90% pickup rate and 1000+ daily website views
- Collaborated with staff editors in fact-checking and developing clear, concise articles to strengthen storytelling and meet strict deadlines

## EDUCATION

### University of Nevada, Las Vegas

Bachelor of Arts, Journalism & Media Studies with a concentration in PR & Marketing

## SKILLS

AP Style

Basic HTML/CSS

Basic SEO

Adobe Creative Cloud

Sprout Social

Meta Business Suite

Visual Studio Code

Campaigner

Korbyt